



**THE EVERGLADES NEWS**

Serving The Vast Okeechobee Farming Area  
 Estab. 1924 \*Published Every Friday  
 Subscription Price \$2.00 Year in Advance  
 The Everglades News Is Entered at the Post Office  
 at Canal Point, Florida, as Second Class Matter.  
 Paul Rardin . . . Editor and Publisher.

**STATE ADVERTISING**

Before 1935, only six states made any provisions in their fiscal budgets for advertising. This year, 40 states have earmarked funds to be used for publicity extolling their merits, and 75 per cent of these states intend to use the newspapers of the nation liberally to get their messages across. A total of about \$4,400,000 has been appropriated. Thirteen of the states have appropriated more than \$100,000 each. The highest advertising allotment—\$255,000—is that of Florida, which long ago became aware of the old axiom, "It pays to advertise."

It's pretty hard to tell definitely just how much it pays. Many of the benefits from advertising are too intangible to be

measured. But some of the states, which started advertising in 1937, have already seen the results burst right out into indisputable statistics.

Arkansas picked up 92 new factories, representing a total investment of \$2,600,000. New Jersey noted a \$167,000,000 tourist business last year, a 28 per cent increase in the value of the state's branded advertising products. North Carolina opened its arms to 51 new factories during the first eight months of 1939. Wisconsin's gain in tourist trade was reflected by the jump in gasoline taxes from \$6,500,000 in 1935 to \$8,030,000 in 1939, and in nonresident fishing licenses from 65,157 to 112,185.

The influx of tourists in any state projects its effect far beyond the hotel keepers, restaurant owners, resort landlords, and department stores, who are usually direct beneficiaries. The money taken in seeps through the entire community. It creates new jobs, makes possible greater spending, filters finally, to the smallest business man, far removed from direct contact with tourists.

State's advertising this year should bring even greater demands, with travel abroad cut off.—Sarasota Herald.

**SAPP GOING GOOD**

Carl Sapp, former Pahokee high school athlete, is making good on the University of Miami base ball team this season. He has been doing some clever field work and has been a power at the bat.

To the Democratic  
 Voters of Palm Beach  
 County of the Primary  
 Election of  
 May 7, 1940:

I respectfully announce my  
 candidacy for the office of  
 Clerk of the Circuit Court,  
 and will be grateful for your  
 support.

GEO. O. BUTLER

(Paid Political Adv.)

**Poppy Day Set  
For Saturday**

Everglades Post and Auxiliary of the American Legion will observe next Saturday as its annual "poppy" sale, day. That will be political day at the fair and they should dispose of a large number of those memory flowers.

**Trevathan Named  
South Bay Pastor**

Rev. H. E. Trevathan, who has been assisting in church work at the Canal Point Methodist church, has been appointed supply pastor for the Community Methodist church at South Bay, and assumed his new duties there last Sunday. Rev. Trevathan has made many friends in the Canal Point sector who wish him success in his new field of religious labor.

**MRS. YORK ENTERTAINS**

Mrs. J. R. York recently entertained at a theatre party Mr. and Mrs. Browning Roach, Mr. and Mrs. Ansl Holt and Miss Sue Parrish, and later at her home served a dinner which honored the fourth wedding anniversary of the Hols and Roach.

**Miss Helen Sharp  
To Be Graduated**

Tallahassee, April 11.—Miss Helen Sharp, of Canal Point, is among the 258 graduation candidates for degree at Florida State College for Women. Miss Sharp's proposed degree is Master of Arts. Commencement exercises are scheduled for May 27 at the college.

**Drainage Group  
Meets April 26**

The annual meeting of the land owners in the Pelican Lake Drainage district is to be held at the district office at Canal Point, on Friday, April 26th, at which time reports will be presented. Discussion will also be made on the proposed new bond issue for the purpose of improvements in the district drainage and power machinery systems.

**FOOD SALE**

The Pahokee Home Demonstration club is giving a baked food sale at the Chandler store on Saturday from 10 to 12 o'clock, when a fine assortment of culinary products will be offered.

**MOVE EQUIPMENT**

The equipment of the MacWilliams Construction company, which did contract work on the Caloosahatchee river canal project, which has been stored for several years at Citrus Center, has been taken over by the Marion Steam Shovel Co., which held lien on it, and same will be sold out or removed to other places.

**TRUCK LEAVES ROAD**

A large ice truck of the Florida Power and Light company, returning from Pahokee to Okeeshobee, early Monday morning, skidded on the highway near Chancey Bay, and went into the ditch. The truck was badly damaged, but the driver and helpers escaped without serious injuries.

**RETURNS TO CALIFORNIA**

Dale McClelland, who has been a guest of his brother, "Denz" McClelland, for the past three weeks, has left on his long trek of 2500 miles back to his home at St. Jose, California. Dale liked the Glades but California pulled harder, so he decided to return to his aviation work in the Golden State.

We'll Meet  
 You At

**The Fair**  
 THIS WEEK  
**April 9-13**

See the . . .  
**Betzner Display**

OF

Westinghouse  
**ELECTRICAL  
 EQUIPMENT**

**BETZNER**

Where Glades Folks Buy Hardware.

**B. F. Paty**



Your Friend  
 and Local  
 Candidate  
 for  
**GOVERNOR**  
 Extends Best  
 Wishes for  
 Success

—of Your—  
**EVERGLADES FAIR**

(Paid Political Adv.)

OUR SAMPLES OF

**HOLLINGSWORTH  
 UNUSUAL CANDIES**

In Beautiful Gift Boxes Are Here!

PLACE YOUR ORDER NOW!

For Mother's Day Gifts

**JULIAN**

**Chandler's**

Phone 3061

Pahokee

# KEEP 'HI'

# SHERIFF



Sheriff W. H. "Hi" Lawrence

## AN EFFICIENT OFFICER DOING A GOOD JOB!

He Has Always Been And  
 Will Continue To Be

## A Friend To The Glades

Out Of Consideration For A  
 Job Well Done

# LET'S KEEP 'HI' SHERIFF

This Political Ad Prepared and Paid For By Friends of Sheriff Lawrence In The Glades.





## SOCIAL and PERSONAL ITEMS

### Pahokee and Canal Point

#### Gardner-Hoenshel

The marriage of Miss Virginia Hoenshel, daughter of Mr. and Mrs. P. M. Hoenshel of Port Mayaca, and Herbert C. Gardner, of Howard, Pa., took place Saturday evening at 8 o'clock at Cypress Lodge, the home of the bride. The

Rev. S. B. Jordan performed the ceremony.

The lodge parlors were decorated with quantities of white gladioli, asters, roses and tall blue tapers. Selections from Venezia, by Nevin, and conventional wedding marches were played by Mr. Floyd Watson.

The bride wore a hand embroidered powder blue model with white accessories. Her corsage was of white roses. For traveling she chose a pearl grey coat and a dark blue print dress with hat and shoes to match.

An informal reception followed by only the family and relatives.

Mr. and Mrs. Gardner left immediately for New Orleans, from where they sailed for San Juan, Puerto Rico, where Mr. Gardner is engaged in business.

Out of town guests were Mr. and Mrs. Russell Higne and Mrs. Floyd Watson of Homestead, Mr. E. M. Weyman, Miss Shirlee Colby and Miss Charlotte Colby of Miami.

The Misses Virginia McKinstry, Floreid Coleman, and Maye Ar-

lington, student nurses at Jackson Memorial Hospital, Miami, visited relatives and friends here Sunday.

#### Garden Club To Meet Tuesday

The Community Garden Club will meet at the home of Mrs. C. G. Cohn, Port Mayaca, Tuesday, April 16th, at 3 p. m., with Mrs. P. G. White, co-hostess. All members are urged to attend.

Mrs. C. C. Crutcher, Mrs. L. Leo and Mrs. Clarence Maxwell, were given guests at a birthday party dinner in their honor by Mrs. Dorothy Wright and Miss Sue Maxwell at the home of Mrs. Crutcher. A fine repast was served and the honor guests made recipients of remembrance gifts of the occasion. Those in attendance were Messrs. and Mesdames C. C. Crutcher, Paul Jordan, J. L. Maxwell, Clarence Maxwell, Mrs. Nels Smith, Miss Aileen Byrd, Messrs. Neil Howard, Leon Elarbee and Ed Thompson.

Mr. and Mrs. Wallace Spooner, Immokalee, spent Sunday and Monday here visiting Mr. Spooner's father, Jones Spooner, who was recently injured in a car accident and is a patient at the local hospital.

Mrs. Gordop Tuttle has returned home after a two-weeks' visit in Jacksonville with her father, Mr. Lane.

Mrs. Ora W. Powell and her mother, Mrs. Thompson, were recent guests of Mr. and Mrs. Frank Thompson in Fort Lauderdale.

Frank Hozelle, Van York, Elmo Hancock, Bob Herring, Melvin Jacobs and Herbert Thornberry returned this week from a business trip to Detroit.

Mrs. Harold Emery has returned to West Palm Beach after visiting Mr. and Mrs. R. J. Simonson here.

Lamar Lane, who has been the guest here of his brother and sister-in-law, Mr. and Mrs. Howard Lane, returned to Jacksonville this week.

Mrs. John Davis and daughter Patsey, Mrs. John Christian and son Gene, are in Swainsboro, Ga., on a visit with relatives. Mrs. Christian will spend several weeks at the home of her parents, Mr. and Mrs. John Rogers.

#### Glades Fair—

(continued from page 1)  
tion, in charge of Mrs. Edyth Barua. No attempt was made here to have a large general display of home prepared foods, but just enough to demonstrate what could be raised and prepared to tie in with the common life food list demands. One of the most attractive displays, and one which received much attention, was the one in charge of Nurse Brown, which set out articles of home made by the children of the colored schools and in the plantation clubs. The display showed much improvement and arrangement over former years, both in variety and better products.

#### Commerce Body Meets Monday Night

A regular meeting of the Pahokee Chamber of Commerce will be held Monday night, April 15, 1940, at 8 p. m. All members and friends are urged to be present to assist in framing a radio broadcast publicizing this section. The broadcast will be heard over WJNO Tuesday, April 16, at 8:15 a. m.

#### Woodmen Supper Pronounced Success

The Woodmen benefit turkey supper given at the club house at Canal Point, Wednesday night, was a popular dinner place, as a large patronage was recorded. Later in the evening there was a political powwow in which a number of candidates extolled their virtues and platforms.

#### Dr. Townsend Will Attend Fair Today

Officials of the Everglades fair, held today, announced tonight that Dr. Francis Townsend will attend the fair today. The fair officials did not say whether Dr. Townsend plans to make a speech. However, he is scheduled to speak in the park in West Palm Beach at 8 p. m. tonight.

#### Senator C. O. Andrews At Fair Tomorrow

Senator Charles O. Andrews will speak at the Glades fair tomorrow morning, according to a special announcement made yesterday by officials of the fair association. Senator Andrews is on a swing around the state in behalf of his candidacy for re-election.

#### CARD OF THANKS

We desire to thank our many friends for their kindness during the illness and death of our father, Anson B. Reynolds. We shall always remember and deeply appreciate these kind deeds.

THE REYNOLDS FAMILY.

#### PALM BEACH COUNTY FRIENDS OF

### Gordon Vann

Candidate for Representative  
Group Two, Palm Beach County

### Appreciates the Splendid Spirit of Co-operation

As Evidenced By The Hundreds Of Signatures On The Recently Published

### Glades-wide Endorsement

Such United Effort and Co-operation Is Commendable.

(This Political Ad Prepared and Paid For By Friends)

### Francis Cross

announces his candidacy for

### CONSTABLE

I WILL APPRECIATE YOUR SUPPORT.

DEMOCRATIC PRIMARY, MAY 7, 1940

Qualified By Experience

(Paid Political Adv.)



FRANCIS P. WHITEHAIR

## FRANCIS P. WHITEHAIR

### Candidate for Governor

OFFERS FLORIDIANS

AN HONEST, CAPABLE, FEARLESS

## Business Administration

### Here Is What Francis P. Whitehair Has To Say:

A unit-of spirit Florida must have. A Florida spirit. But it must be a spirit of tolerance. Interests in Florida are widely diversified and each fills an important sphere. Each interest must be progressive, but it also must admit the right of other interests to be progressive. For instance, the playgrounds must admit the great value of the citrus groves, farms and industries of Florida. So too, the farming sections should sympathize with the problems of the holiday sections. The real Florida spirit should be an unselfish spirit. That spirit will promote the whole state, and every citizen in it.

To all of these things I pledge my best efforts; I shall be progressive, and unafraid to undertake something new if it seems wise, and the people approve.

As I visit with the people of the State I will endeavor to explain in detail what I believe each section can contribute to bring a progressive state-wide program into being.

Such a program will assure Florida the future it deserves. It will mean work, but I know what it is to work. I have milked cows at dawn, operated a milk route, and swept school buildings and churches for a livelihood. I worked my way through the last two years of high school and college by doing various kinds of manual labor. In fact I have worked practically all of the thirty-nine years of my life. To me there is nothing better for one than a lot of wholesome work to do; and it is my firm opinion that the unemployed of this state are eager for an opportunity to work. We should, therefore, lend every state assistance possible in providing employment for our people.

So intricate has government become, that neither the people nor the lawmakers themselves can regard it as anything but mysterious, vague, oppressive, somewhat unknown, and immensely regulating in every phase of life.

With a state, outstanding in natural advantages, poor local, county and state government has restricted the development merit warrants. This menacing condition must be remedied, for until it is Florida will not attain its otherwise glorious future.

To overcome this condition, I propose the application of plain business principles, backed and aroused and militant citizenry. Carelessness, confusion, cross-purposes, lack of understanding, selfishness, greed, short-sighted planning, lack of sense of proportion must give place to well laid plans and unselfish industry.

Progressive leadership must be furnished, and that I believe I can supply. To my way of thinking, a state as wealthy as Florida never should face bankruptcy on any front. The government itself should be the soundest business of all, just as it is the biggest business.

I repeat, simple business principles, supported and sustained by a united people, will do the work. Simple business, widely and fairly applied, and unselfishly, too.

Something is greatly wrong when fifty million dollars will not run a state like Florida, and that is the state's annual income! Such an income! Why cannot state employees' salaries be paid promptly; invoices paid regularly; adequate old age relief made available, and reserve funds in the treasury accumulated, with such a vast sum of money at hand?

I am fearful the whole system, in principle, is hopelessly antiquated and lopsided, suited perhaps to conditions fifty years ago, but now utterly inadequate, and it must be revised in view of needs of 1940.

Such a platform might have a thousand planks. I suggest a few to indicate the trend I will follow.

Simplify government so that responsibility is fixed, and made quick-responsive to public demands.

Appoint only capable, practical, experienced and honest men and women to all appointive positions.

Smooth out inequalities in revenue, so that property will have real value and ownership be made a premium.

Abolish waste everywhere, not in finance only, but in the operation and coordination of all government services.

Re-establish confidence in government itself by good government.

Expect government to stay in its proper sphere, and not to expect too much of it.

Recognize the legislature as a branch of government of equal dignity and power with that of the executive and judiciary.

Adequately provide for the aged and helpless.

Provide schools equal to the best in the land, which includes proper pay to school teachers and the establishment of a retirement fund for them.

Fight crime with every resource, and keep the killers, gangsters, molsters and racketeers out of Florida.

Find relief for and cooperate with the towns and cities, which have suffered unjustly from loss of revenue.

Give Florida the best highway system in America, and the safest.

Advocate town, city and state planning.

Foster every movement for the conservation and development of our natural resources.

Stimulate honest and wholesome entertainment for visitors and surround them with never-failing good will.

Prevent political influence with the Citrus Industry by assuring it the right of self determination.

The adoption of a program with due consideration to the grower, shipper and consumer.

Encourage the rapidly growing livestock, hog, poultry and fishing industries by lending such assistance as is consistent with Governmental responsibility.

Encourage, as far as is possible, all agricultural industries within our state and prevent, if possible, encroachment thereon by other states or our national government, including discriminatory trade agreements with foreign countries.

Protect and preserve our forests and encourage the rehabilitation thereof.

Assist legitimate labor movements of Florida in the administration of state matters in which they are directly affected.

Aid and assist the Veteran Organizations of the state.

Tolerate no invasion of American rights, so that foreign and subversive movements cannot live on Florida soil.

Protect and rehabilitate Florida's Wildlife.

Encourage women to take a more active part in public affairs and to hold public office, believing their greater and more active influence will raise the standards of citizenship.

(This Political Ad Paid for by Friends of Francis Whitehair in the Lake Okechobee Region.)

## R. B. MACKEY

ANNOUNCES HIS  
CANDIDACY FOR  
RE-ELECTION  
AS A MEMBER  
OF THE

## PAHOKEE CITY COUNCIL

SUBJECT TO THE

### ANNUAL ELECTION

Tuesday, May 7, 1940

Many friends have urged me to run for re-election. If I am successful I shall continue to administer the affairs of this office to the best of my ability. I will appreciate your vote and support.

—R. B. Mackey.

Re-elect

## Haywood Baxter City Marshal of PAHOKEE

SUBJECT TO THE WILL OF  
PAHOKEE VOTERS IN THE

### City Election

Tuesday, May 7, 1940

■ ■ ■ ■ ■

For A Continuation Of Efficient  
and Courteous Law Enforcement.

Your Vote and Support Will  
Be Sincerely Appreciated.

(Paid Political Adv.)